What Is Policy Anyway?

A policy is a rule made up and enforced by people in authority to control the behaviors of other people in their:

- Family (family policy)
- Work Places (e.g. hospital policy)
- City, State or Country (public policy)
Generic Policy Making Process

1. Recognition of problem

2. Analysis of options for action

3. Choice of most effective and affordable option

4. Action and Implementation
1. Define a sympathetic compelling problem

2. Develop strategic effective solutions

3. Promote most effective and affordable solution

4. Monitor Implementation
Rule I of Influencing Public and Private Policy Makers

Make different decisions when watched/engaged by their affected constituents.
Rule II of Influencing Public and Private Policy Makers

To influence public or private policy you have to get the right information (a compelling sympathetic problem and an effective solution) to the right decision maker at the right time (before she or he has to decide which way to go on your issue)
Rule III of Influencing Private or Public Policy Makers

Elected and appointed decision makers in the public and private sector making policy decisions weigh opinion as equal to fact.
What is a Hero Opportunity?

A compelling problem or crisis that provides decision makers with public occasions to be the champion of a solution that makes a positive difference in the lives of a critical mass of their constituents.
We all reason first from deeply held values.

Values help answer: “Why does this matter to me?”

We need to start with Values not with the policy and program details.
Why does this matter?

Every child should have access to immunizations but too many families in our community are not bringing their children in to our clinics. This is why we are proposing a new agency rule requiring more clinic hours . . .”
The health of the whole community is **protected** when we ensure that our children are immunized. One of the ways we do this is through **our public health agencies** who provide free and low costs **immunizations for all children.** We need extended clinic hours to keep up with growing demands.”
Your All Purpose Fill-In-The-Blanks Rap Guide to Asking Anybody for Anything

- I know you agree that __________________________._  
  (The shared values)

- _______ are in crisis because_____.  
  (The problem)

- You care because ___________.  
  (The link between shared values and personal experience).

- We know that_______________ would begin to fix it.  
  (The solution)

- You can help by _________________.  
  (The action request)
What is ADVOCACY?

The application of pressure and influence on the people and institutions that have the power to give you what you want.
Where to begin?
Key Considerations

- What do you want?
- Why do you want it?
- What person or institution has the POWER to give it to you?
- How will you build credibility with and get access to those POWER brokers who have the power to give you what you want?